

What Gum Is Made Of

Ingredients used in Wrigley's gum are extensively tested to ensure that their quality meets the standards of all local and international government food regulations.

Gum Base

Gum base puts the 'chew' in chewing gum, binding all the ingredients together for a smooth, soft texture. The Wrigley Company uses synthetic gum base materials for a consistent and safe base that provides longer-lasting flavour, improved texture and reduced tackiness.



The finest grades of pure powdered cane sugar (shown above), beet sugar and corn syrup are used in the production of Wrigley's sugar-sweetened chewing gums.

Sweeteners

The finest grades of pure powdered cane sugar, beet sugar and corn syrup are used in the production of Wrigley's sugar-sweetened chewing gums.

Several types of high-intensity sweeteners are used in Wrigley's sugarfree products and as flavour enhancers in some other brands. These artificial sweeteners deliver long-lasting, noncaloric taste and do not promote tooth-decay.

- Acesulfame K
- Aspartame
- Maltitol
- Sucralose
- Sorbitol
- Xylitol

Softeners and Bulking Agents

Glycerin and other vegetable oil products help keep the gum soft and flexible by retaining the proper amount of moisture in Wrigley products. Ingredients like mannitol and sorbitol ensure the proper density of a product.

Flavourings and Colourings

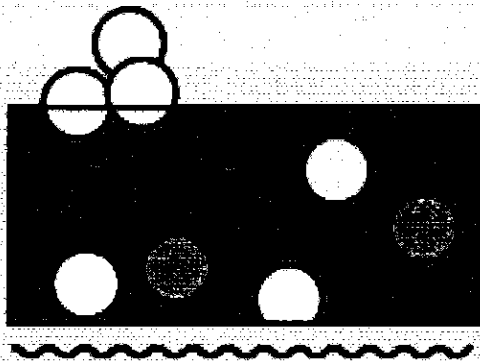
The most popular flavours for chewing gums come from the mint plant. Mint flavouring for Wrigley's chewing gums is extracted from fresh mint plants grown on farms in the United States. After the plants are harvested, they go through a distillation process that extracts the oils used for flavouring Wrigley brands. Other Wrigley brands are flavoured by a variety of fruit and spice essences. Colourings are used to distinguish different flavours.

Preservatives

A small amount of preservative helps maintain the freshness of all Wrigley products.

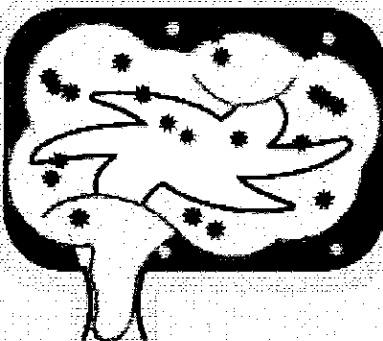
How Gum is Made

The Wrigley Company manufactures chewing and bubble gums with long-lasting flavour and dependable, uniform quality. This includes manufacturing our gum in spotless, air-conditioned rooms and sampling all ingredients before accepting them into any of our 19 factories. After raw ingredients are approved for quality, the first production stage begins.

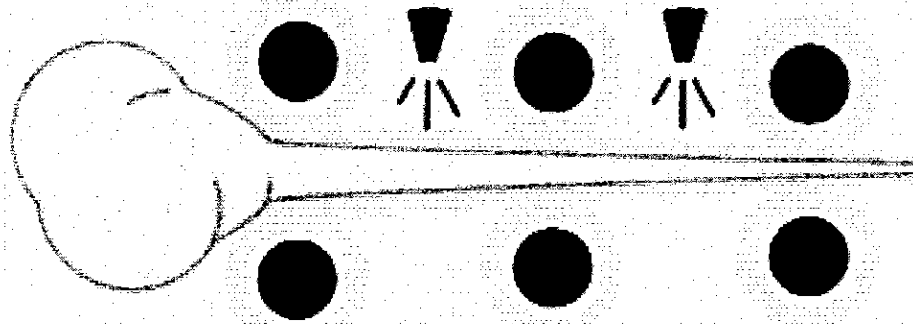


Melting

The making of Wrigley's gum begins by melting and purifying the gum base.

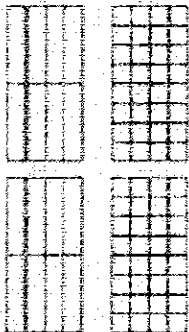


The melted base is poured into a mixer that can hold up to 1 ton of ingredients. Sweeteners and flavours are added at just the right moment and in just the right amounts and then slowly mixed.

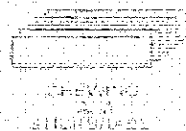
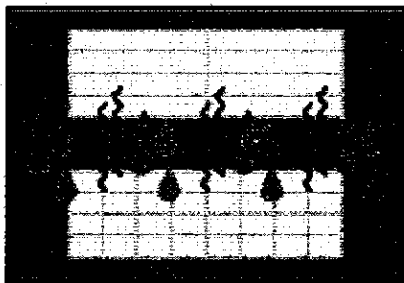


From the mixers, a large 'loaf' of gum is sent through a series of rollers that form it into a thin, wide ribbon. Each pair of rollers is set closer together than the previous pair, gradually reducing the thickness of the gum. A light coating of finely powdered sugar or sugar substitute is added during this process to keep the gum from sticking and to enhance flavour.

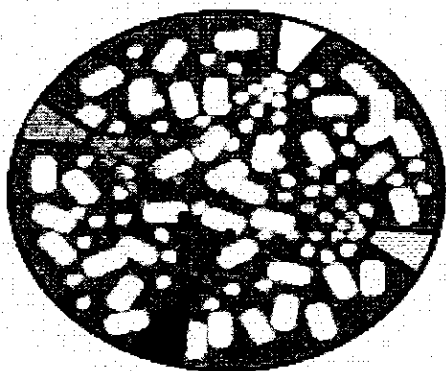
At the end of the rolling process, the continuous ribbon of gum is then cut into a pattern for sticks short thicker tabs, long rolled strips or small rectangular gum centres, depending on what type of gum is being made.



The scored gum is then moved to a temperature-controlled environment to cool and ensure the finished gum will have the right consistency and stay fresh on store

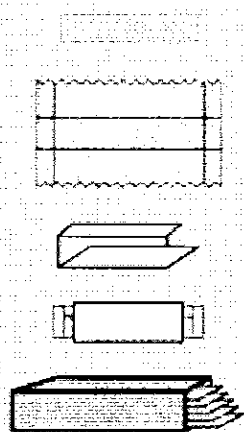


shelves.



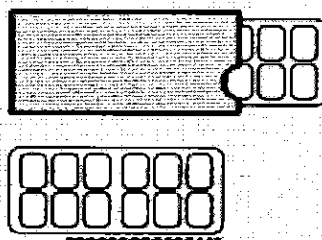
Breaking and Coating

After tempering, the gum centres are broken into individual pieces. The pieces are then fed to a spray drier that forms the crunchy coating around the gum centre. It tumbles the pieces while a prepared syrup mixture, made of filtered water, sweeteners, and colouring is sprayed onto the gum. This combination of tumbling and spray coating forms a candy shell around the soft gum centres.



Wrapping

After cooling and tempering, skilled operators break the sheets of sticks up into sections and feed them into the wrapping machine. In one continuous process, the wrapping machine receives and wraps the sticks, in some cases



applying an outer wrapper and seals the ends of the package.

Packaging

Pellet-style gum is principally packaged by two methods. One is to place the pellets into the formed plastic compartments of a blister pack. The package is heat sealed with a foil backing, and inserted into a cardboard sleeve. The second method is to line up 10 pellets in a row, wrap in traditional packaging and seal both ends to ensure freshness. For Wrigley's Hubba Bubba® Bubble Tape®, a ribbon of gum is rolled up and placed in a plastic clamshell-like package.

Our Founder



William Wrigley Jr. circa 1921.

William Wrigley Jr.

William Wrigley Jr. was born in Philadelphia in 1862, at the height of the Civil War. His father, William, Sr., was a soap manufacturer, and as a little boy, young William carried a basket through the streets of Philadelphia, selling Wrigley's Scouring Soap.

When he became a teenager, William took a full-time job as a soap salesman for his father. He had a talent for salesmanship, and he drove a horse and wagon from town to town, trying to convince stores to stock Wrigley's soap.

William Wrigley Jr. struck out on his own in the spring of 1891 when he was 29 years old. He left Philadelphia for Chicago with just \$32 in his pocket and a dream of running his own business. He also had boundless energy and a gift



for seeing things from his customers' point of view.

At the start of his new business in Chicago, William sold his father's Scouring Soap. As an extra incentive to merchants to stock the soap on their shelves, he offered 'premiums' - free gifts, such as cans of baking powder.

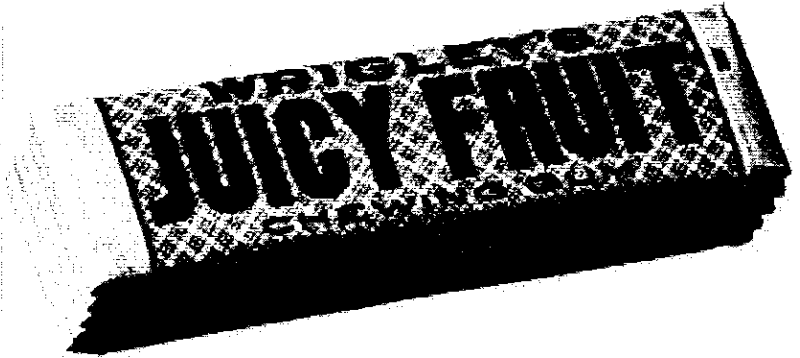
Trouble was, baking powder turned out to be more popular than soap!

Rather than give up, William switched to the baking powder business.

One day in 1892, William got the idea of offering 2 free packages of chewing gum with each can of baking powder. The offer was a big success. Once again the premium - chewing gum - seemed to be more popular than the product it was designed to promote.

A year later, in 1893, William Wrigley Jr. introduced a new gum he called Juicy Fruit®. And so began the world's most popular and successful chewing gum business!

For more information about the history of the Wrigley Company in the UK, visit our [Heritage timeline](#).



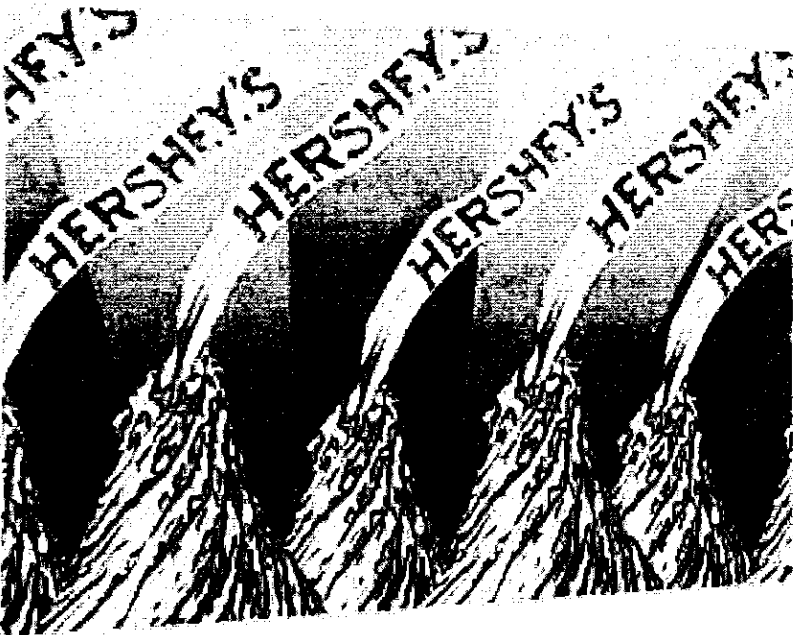


1921 Machine Wrapping

The basic concept of the present-day wrapping machines for HERSHEY'S KISSES Chocolates dates back to a single channel wrapper developed in August 1921. The plume was added around this time. Before these machines, KISSES Chocolates were wrapped by hand. Today's machines can wrap up to 1,300 KISSES Chocolates per minute!

1924 The Famous Plume

Our founder Milton S. Hershey obtained a registered trademark for the iconic plume extending out of the wrapper in 1924.





1942 KISSES enlists!

Production on HERSHEY'S KISSES Chocolates was briefly interrupted from 1942-1949 due to the rationing of silver foil during World War II. KISSES Chocolates mixing machines were also used at this time to produce chocolate paste for military ration bars. It's estimated that 3 billion ration units were produced during this period.

Hershey's: It all started with a decision.

Our company originated with candy-manufacturer Milton Hershey's decision in 1894 to produce sweet chocolate as a coating for his caramels. Located in Lancaster, Pennsylvania, the new enterprise was named the Hershey Chocolate Company. In 1900, the company began producing milk chocolate in bars, wafers and other shapes. With mass production, Hershey was able to lower the per-unit cost and make milk chocolate, once a luxury item for the wealthy, affordable to all. One early advertising slogan described this new product as "a palatable confection and a most nourishing food."

A company on the move.

The immediate success of Hershey's low-cost, high-quality milk chocolate soon caused the company's owner to consider increasing his production facilities. He decided to build a new chocolate factory amid the gently rolling farmland of south-central Pennsylvania in Derry Township, where he had been born. Close to the ports of New York and Philadelphia that supplied the imported sugar and cocoa beans needed, surrounded by dairy farms that provided the milk required, and with a local labor supply of honest, hardworking people, the location was perfect. By the summer of 1905, the new factory was turning out delicious milk chocolate.

New products, hard times.

Throughout the next two decades, even more products were added to the company's offerings. These included MR. GOODBAR Candy Bar (1925), HERSHEY'S Syrup (1926), HERSHEY'S chocolate chips (1928) and the KRACKEL bar (1938). Despite the Great Depression of the 1930s, these products helped the newly incorporated Hershey Chocolate Corporation maintain its profitability and avoid any worker layoffs. Nevertheless, supported by the CIO labor union, a

group of workers staged a six-day strike that ended with the strikers being forcibly removed by loyal workers and local farmers.

A family friend becomes a family member.

The postwar period saw the introduction of a host of new products and the acquisition of an old one. Since 1928, H.B. "Harry" Reese's Candy Company, also located in Hershey, had been making chocolate-covered peanut butter cups. Given that Hershey Chocolate Company supplied the coating for REESE'S "penny cups," (the wrapper said, "Made in Chocolate Town, So They Must Be Good"), it was not surprising that the two companies had a good relationship. As a result, seven years after Reese's death in 1956, the H.B. Reese Candy Company was sold to Hershey Chocolate Corp.

The Hershey Company enters a new century.

Today, The Hershey Company is the leading North American manufacturer of chocolate and non-chocolate confectionery and grocery products. As the new millennium begins, The Hershey Company continues to introduce new products frequently and take advantage of growth opportunities through acquisitions. HERSHEY'S products are known and enjoyed the world over. In fact, the company markets its products in approximately 70 countries worldwide. With approximately 14,000 employees and net sales in excess of \$6.6 billion, The Hershey Company remains committed to the vision and values of the man who started it all so many years ago.

[CLOSE WINDOW](#)

Making Chocolate

Welcome to Hershey, Pennsylvania, home of the world's largest chocolate factory. This is where HERSHEY makes its famous chocolate, but it really starts in the tropics.

Born in the Jungle

All around the world, from Brazil to Indonesia to the Ivory Coast and Ghana, deep in the tropical jungle there grows a very special tree...the cacao tree.

Cacao trees grow melon-like fruit, which is harvested by hand. Inside each pod are about 20-40 seeds, or cocoa beans. It's these beans that give chocolate its special flavor.

After the beans are removed from the pods, they are placed in large heaps or piles. This is called fermentation, and takes about a week. During this time, the shells harden, the beans darken, and the rich cocoa flavor develops. After drying, the beans are ready for transport to the chocolate factory.



Liquid Chocolate

Railroad cars carry the cocoa beans from the docks to the chocolate factory where they are cleaned and stored.

Cocoa beans from different countries each have a distinct flavor. After arriving at the factory, the beans are stored by country of origin until they are blended to give them that special Hershey taste.

Cocoa beans are roasted in large, revolving roasters at very high temperatures.



A special hulling machine then takes the dry, roasted cocoa beans and separates the shell from the inside of the bean - called the "nib." This is the part of the bean actually used to make chocolate.

The nibs now are ready for milling. Milling is a grinding process which turns the nibs into a liquid called chocolate liquor - a smooth, dark stream of pure chocolate flavor which, by the way, contains no alcohol. Now it is ready for the rest of the ingredients!

Mixing it Up

The main ingredients in chocolate are the chocolate liquor, cocoa butter, sugar and milk.

Hershey uses fresh, whole milk to make its milk chocolate. It's been that way since Milton Hershey developed the recipe in 1900. Tanker trucks bring the fresh milk to the factory every day where it is tested, pasteurized, and then mixed with sugar. The whole milk-sugar mixture is slowly dried until it turns into a thick, taffy-like material.

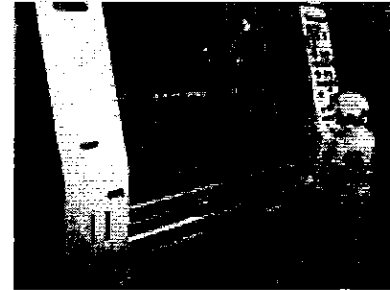


At the heart of the chocolate factory is the central blending operation where the chocolate liquor is combined with the milk and sugar. This new mixture is dried into a coarse, brown powder called chocolate crumb.

Perfecting the Product

The chocolate crumb powder is used to make milk chocolate. Hershey adds cocoa butter to the crumb which brings out the rich taste and creamy texture of the chocolate. The crumb travels through special steel rollers which grind and refine the mixture, making it smoother.

The crumb becomes a thick liquid called chocolate paste. The paste is poured into huge vats called conches. Once inside the conche, large granite rollers smooth out the gritty particles from the crumb. This process can take anywhere from 24 to 72 hours to complete.



Now the chocolate paste has the smooth, familiar look of milk chocolate and it's ready to be made into our favorite HERSHEY'S products. The paste is tempered, or cooled in a controlled manner to the right texture and consistency. Other ingredients, like almonds or peanuts, can be mixed into the paste during tempering or added directly to the moulds.

Chocolate Bars and HERSHEY'S KISSES Chocolates

Most chocolate bars are made by pouring the liquid chocolate paste into moulds. The moulding machines can fill more than 1,000 moulds per minute with delicious HERSHEY'S chocolate. The filled moulds then take a bumpy, vibrating ride to remove air bubbles and allow the chocolate to settle evenly. Finally, they wind their way through a long cooling tunnel where the liquid chocolate is gently chilled into a solid candy bar.



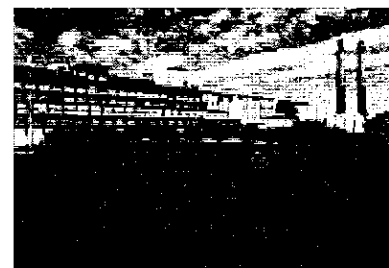
Now it's ready to wrap... fresh, delicious, HERSHEY'S chocolate.

While a lot of HERSHEY'S chocolate products are poured into moulds, HERSHEY'S KISSES Chocolates are made a little differently. Special machines drop a precise amount of chocolate onto a moving steel belt and then quickly cool it to form the famous HERSHEY'S KISS shape. Hershey makes more than 80 million Kiss-shaped products every day at its chocolate factories in Hershey and California.

Fresh From the Factory

As America's leading chocolate manufacturer, Hershey produces more than a billion pounds of chocolate products each year.

A sophisticated, computerized distribution system makes sure that fresh products arrive at retail outlets across the country.



Although the name Hershey means "chocolate" to most people, Hershey produces a lot of other famous products like Reese's peanut butter cups, York peppermint patties, Mounds and Almond Joy, Twizzlers, Payday, and Jolly Rancher. They are all part of the growing family of chocolate and candy products produced and distributed by Hershey.

Thanks for visiting the world's largest chocolate factory. Come visit us if you can here in Chocolate Town USA. So long!

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